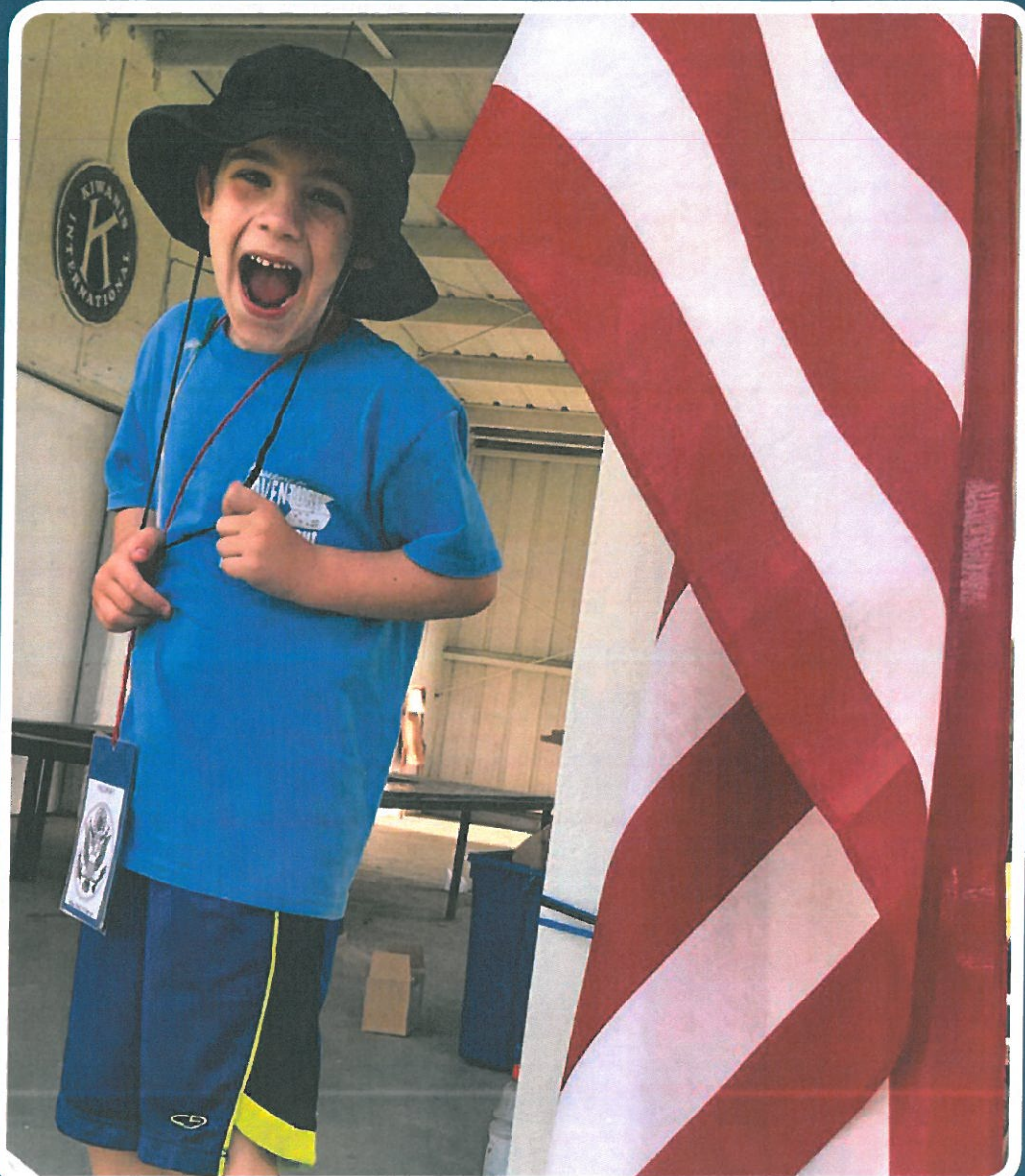


# 2020 Camp Card Guidebook

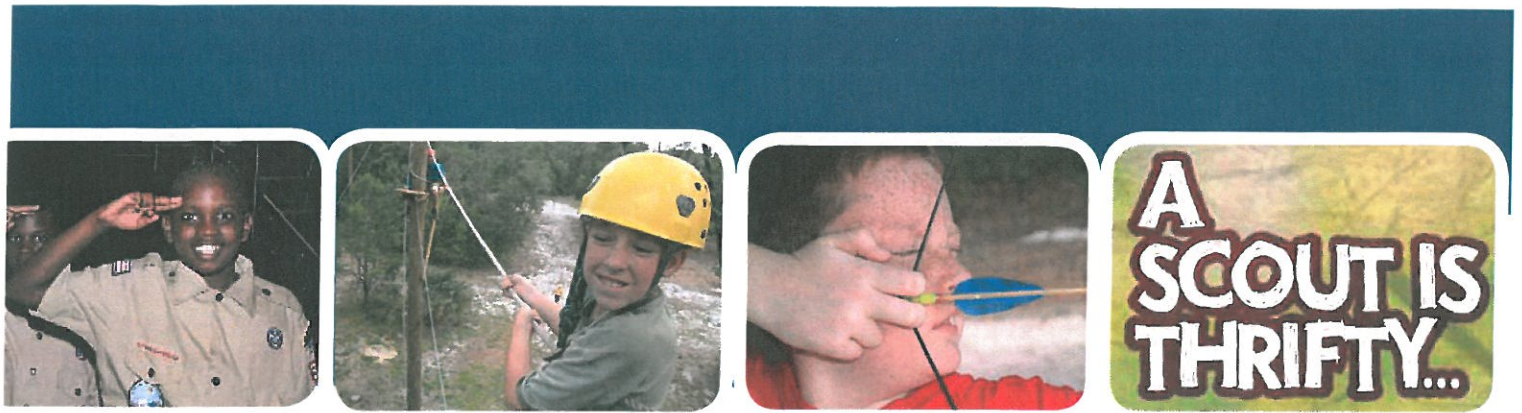
## A Unit Leader's Guide



### What's Inside:

- |   |                                  |   |                   |
|---|----------------------------------|---|-------------------|
| 1 | Introducing the Camp Card        | 6 | The Unit Kick-Off |
| 2 | Camp Card Chair Responsibilities | 7 | Prizes            |
| 3 | Key Dates                        | 8 | Sales Methods     |
| 4 | Policies & Procedures            | 9 | Sales Techniques  |
| 5 | Camp Opportunities               |   |                   |





Example of Prior Year's Card

## The Camp Card Sale

The Camp Card initiative is designed to help Scouts earn their way to resident camp, high adventure or Cub Scout Day camp. Units participating in this program will earn 50% commission (\$2.50) for each \$5 Camp Card they sell. The sale will begin in February and end April 24th. This timeline gives units over 2 months to sell and close out their accounts.

This program is RISK FREE! Simply return any unsold cards at settlement on or before April 24th.

## Community Partners

Local businesses have offered generous discounts that are redeemable all year round that make the sale of this card a no brainer. Several more community partners have offered one-time discounts. Take advantage of this partnership to help your Scouts get to camp.

**Camp Card Chair:** One who ensures their Scouts get to camp.

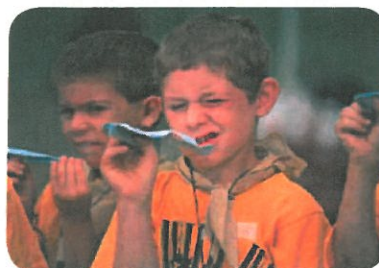
Each unit should have a Camp Card Chair. The Camp Card Chair's sale responsibilities are to manage all aspects of the sale and clearly communicate information about the sale and camping opportunities to your leaders, parents and Scouts.

The Camp Card Chair's ultimate goal: Get 100% of their Scouts to camp.

The Camp Card Chair should be an expert on *all things camp*, they must ensure Scouts know the myriad of camp opportunities available and are encouraged to attend. A good Camp Card Chair will have over 90% of their Scouts attend a camp.



# THEY EARN THEIR OWN WAY TO SUMMER CAMP



## Camp Card Chair Responsibilities

### CAMP

- Be an expert in all Flint River Council camp opportunities.
- Encourage all your Scouts to select a camp that fits their schedule.
- Explain to parents the importance of the outing in Scouting!
- Set a goal for percentage of Scouts attending camp and achieve it!

### CARD

- Communicate the purpose of the Camp Card sale and timeline to your Scouts and parents.
- Kick-off the Camp Card sale with a BANG, providing all members with a supply of Camp Cards.
- Inspect, coach, and praise your Scouts.
- Collect all money and any unsold cards and turn in the amount due to the Council on time.

## Value

The Camp Card represents opportunities to Scouts and value to the community. At 50% commission here are some examples of what your scouts and unit can earn:

Cub Scout Day Camp **	\$100	40 cards
Webelos Adventure Camp*	\$155	62 cards
Polaris Winter Camp 2020*	\$175	70 cards
Scouts B.S.A. Summer Camp*	\$300	110 cards
Philmont (approximation)	\$1,750	700 cards
New Troop Trailer	\$5,000	2000 cards

\*At Lawhorn Scouting Base/Camp Thunder

\*\* At District Specific Locations



## Camp Card Key Dates

February	Camp Card Distribution at Roundtable
March	Card Re-Distribution at Roundtable
March 2	Camp Scholarship Drawing -1
March 9	Camp Scholarship Drawing -2
March 16	Camp Scholarship Drawing -3
March 23	Camp Scholarship Drawing -4
March 30	Camp Scholarship Drawing -5
April	Card Re-Distribution or Settlement at Roundtable
April 6	Camp Scholarship Drawing -6
April 13	Camp Scholarship Drawing -7

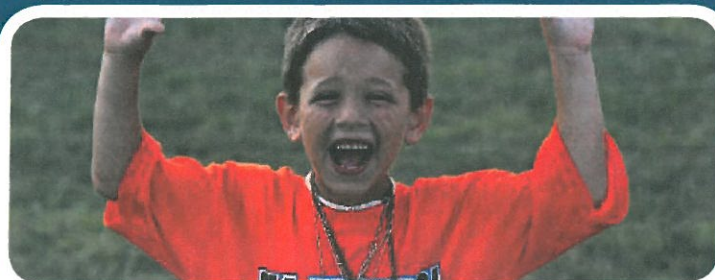
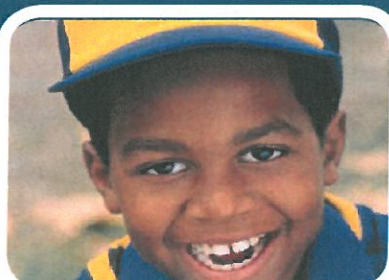
**April 24th Deadline for Card Returns and all prize forms**

## Sale Support

Contact your District Executive, District Camp Card Chair, or Suzanne Cummings anytime you have a question. (770) 227-4556. We are here to help you!

Coweta County - Danny McCranie	danny.mccranie@scouting.org	770-365-3175
Coweta District Chair-Kassie Scott	kassiescott453@gmail.com	678-653-4533
Fayette County - Danny McCranie	danny.mccranie@scouting.org	770-365-3175
Henry & Butts Counties - Corey Crumbley	corey.crumbley@scouting.org	229-291-6706
Tusahaw District Chair-Kelli Owen	jeff.kelliowen@gmail.com	770-825-3559
Spalding, Pike, Lamar, and Upson Counties - Rebekah Florence	rebekah.florence@scouting.org	770-468-4479
Rono. District Chair-Chris Huckaby	huckaby816@yahoo.com	706-741-1616
Council Office - Suzanne Cummings	suzanne.cummings@scouting.org	470-481-1059





## Commission

The 2020 Camp Card commission is 50%. We encourage units to set up Scout accounts so Scouts can pay for camp with Camp Card proceeds; however, it is up to the unit to elect to do this, we understand the unit may have another program goal. Units do not have to pay for any cards up front. Full settlement is due by April 24.

## Orders & Re-Distribution

The Council's order is based off unit orders and sales history. A few extra cards will also be ordered. While supplies last, extra cards may be secured through Suzanne Cummings at the Scout Office. **Supplies are limited. You must settle on your current order to get additional cards.** A card re-distribution will occur at both March & April Roundtables. Units that have completed their sale and have left over cards should plan to return unsold cards at the April Roundtable. These cards will be re-distributed to units that wish to sell more cards. All unreturned cards will be paid for at settlement. Units may settle their account at the Council Service Center between April 13th - April 24th. Each District will also hold a settlement at their April

## Return Policy

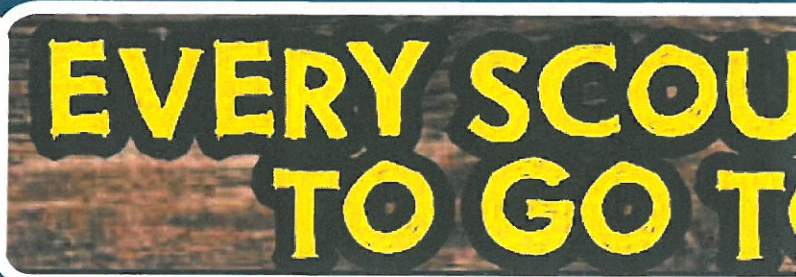
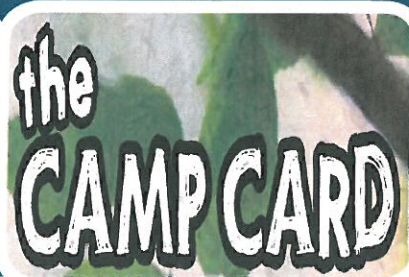
Camp Cards can be returned to the Council Service Center in Griffin between April 13th and April 24th or at your District's April Roundtable. The cards **MUST** be in new condition (including snap off discounts). **NO cards will be accepted for return after April 24th.** The Camp Card Support Team reserves the right to refuse product that has been damaged or rendered un-sellable. The UNIT is RESPONSIBLE for ANY unreturned cards (lost, misplaced, damaged etc.) Be sure Scouts and parents treat each card as if it were a \$5.00 bill.

## Camp Scholarship & Prize Policy

**Prize forms must be submitted at the time of settlement. No additional prize entries will be accepted after settlement.** Additional prize forms are located on the council website. Scholarships cannot be sold or transferred to another Scout and have no cash value. Camp Scholarships are only good for camps operated by the Flint River Council during the 2020 calendar year. Only one camp scholarship may be earned per Scout. See page 8 for a list of prizes.

Scouts that earned a \$500, \$750, or \$1,000 gift card prize may pick up their selected prize from the Council Service Center after May 15th. **The Flint River Council will not be responsible for lost forms or late entries, whatever the reason.**





## **Make yourself an expert on camp opportunities!**

Find out more at [FlintRiverCouncil.org/camping](http://FlintRiverCouncil.org/camping)

### **Cub Scout Day Camp**

5 days in June, Packs should encourage their Dens to attend together! Den Leaders and parents are encouraged to spend the week with their scout. Packs who have strong day camp attendance are stronger units, plus their Scouts and families have memories for a lifetime! Day Camps are organized during the summer in various locations in each district. Cub Scout Day Camps offer archery, BBs, field sports, arts and crafts, Scout skills and much more.

Cost \$100

### **Webelos Adventure Camp (Resident Camp)**

Spend 4 days and 3 nights at the Lawhorn Scouting Base, July 15-18. Webelos entering 4th or 5th grade will receive a special introduction to Scouts B.S.A. The days are packed with themed adventures full of earning activity pins, to canoeing, swimming, BB's & archery. Webelos Dens are encouraged to attend together.

Cost \$155 Scout / \$50 Parent

### **Cub Scout Adventure Camp (Resident Camp)**

Spend 4 days and 3 nights at the Lawhorn Scouting Base, July 15-18. Days are packed with themed adventures and the nights are spent under the stars. Encourage Dens to attend camp together OR send a contingent from your Pack. Meals will be served in an air conditioned dining hall. Parents must accompany their Scout.

Cost \$100 Scout / \$30 Parent

**Sell 20 Cards and Register online for the**

**\* Register for the Drawing: To be entered into the weekly drawing, call the council's toll-free phone number and address online at [flintrivercouncil.org](http://flintrivercouncil.org).**



# T DESERVES D CAMP



## **Camp Thunder Traditional Scout's B.S.A. Summer Camp**

Select a week from June 7 - July 5, 7 days, 6 nights. Come with your Troop, your patrol, Crew or by yourself in our provisional Troop. Offering great programs to develop new scouts (Buckskin and Pathfinder) and encouraging advanced Scouts to sharpen their abilities (Flint River Challenge) there is something for every scout! The activities range from rifle & shotgun, climbing, mountain boarding and several Eagle required merit badges. In-council rate \$300.

Cost \$300

## **Climbing & Rappelling Weekend**

Come with your Troop to any of the available council sponsored weekends in 2020. Includes 1 night of camping. Just bring your own grub! If your Pack or Troop isn't planning a trip, come as an individual with a parent.

Cost varies

## **Shooting Weekend**

Come with your Troop, Crew or as a family on a Scout's B.S.A. Shooting Weekend. Enjoy unlimited archery & rifle... plus 25 shotgun rounds! Includes weekend camping. (May & September)

Cost varies

## **Winter Camp 2020**

5 days, 4 nights in December. Spend your winter break, with your Troop or Crew at Lawhorn Scouting Base. Mountain biking, outdoor survival and the polar bear swim are a few of the fun programs planned for Polaris Winter Camp 2020. Embark on a different type of adventure!

Cost \$175

weekly drawing of a camp scholarship!  
drawings, you must sell 20 cards, then submit your name,  
g. Register only once to be included in all 7 drawings.



## Your Unit Kickoff

The objectives of your Camp Card Kick-Off are simple:

- Get Scouts excited about Camp.
- Get parents informed about why their son should attend camp.
- Explain the value proposition of the camp card - sell enough - pay for scouting activities all year!

How can you ensure a successful Kick-Off?

- Make sure the Kick-Off is properly promoted through e-mail, social media and phone.
- Review the presentation with your Cubmaster prior to the meeting. Plan who is to do what.
- Be prepared to talk about camp opportunities.
- Have snacks, drinks, and music.
- Make sure EVERY Scout gets a supply of CAMP CARDS.
- Keep it short.
- Set a sales goal and track weekly by Den, Pack, Troop, or Crew.

## Camp Card Kick-Off Agenda

1. Grand Opening with music, cheers, and excitement.
2. Review camp opportunities.
3. Review Unit and Scout Sales Goal and Explain Key Dates.
4. Scout Training: Role play sales Do's and Don'ts.
5. Prizes: Review camping opportunities and prizes.
6. Big Finish: Issue a challenge to your Scouts and send everyone home motivated to sell.
7. Check out a supply of CAMP CARDS to every SCOUT.

Follow up after the kick-off with important reminders like dates, scout sales goals and scholarships Scouts can earn and win. Be sure to promote the "Weekly Scholarship Drawing" program.



# the CAMP CARD



## Prizes!

**Every Scout who sells 20 Camp Cards and registers online will be eligible for the weekly camp scholarship drawings starting March 2-April 13.**

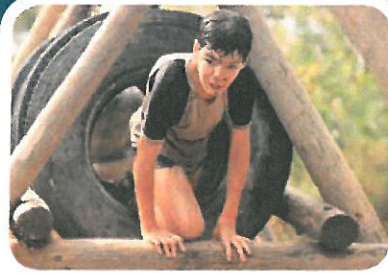
In addition to the 50% commission your scout will earn, every Scout who sells 75 or more cards will also be able to select one prize from the list below. Prizes are not accumulative. Scholarships are not transferable and have no cash value; they may only be redeemed at a Scout Camp owned and operated by the Flint River Council in 2020. There are no partial scholarships and no substitutions. Scholarship does not include additional fees associated with camp.

Prizes are to recognize individual effort - No Den, Pack, Troop, Crew or Scouts may combine their sales to earn a prize. Scouts honor.

SELL THIS	GET THIS
75 CARDS	Climbing and Rappelling Weekend Scholarship OR Scouts B.S.A. Shooting Weekend
100 CARDS	Cub Scout Day Camp
200 CARDS	Cub or Webelos Adventure Camp OR Camp Thunder Traditional Camp OR Polaris Winter Camp OR Cub Scout Day Camp AND Spookoree (up to a family of 6)
500 CARDS*	\$250.00 Gift Card
750 CARDS*	\$350.00 Gift Card
1000 CARDS*	\$500.00 Gift Card

\*Prizes must be picked up by the Scout or his parent at the Council Service Center in Griffin.





## How to Sell Camp Cards

Your job as Camp Card Chair is to teach your Scouts how to sell; your team should employ all 3 sales methods. Create a plan and train your Scouts in all three methods; this will give you the best results.

### Door to Door:

Take your Camp Cards for a trip around the neighborhood. Highlight the great discounts!

### Show & Sell:

Set up a sales booth and sell CAMP CARDS on the spot. This can be an effective approach in the right location at the right time, but don't hang your hat on this approach alone. Focus on multiple locations at the same time. Be sure not to overschedule Scouts. **Do not sell cards in front of businesses without pre-approval and permission.** Ask the Camp Card Support Team for a list of pre-approved locations.

### Sell at Work:

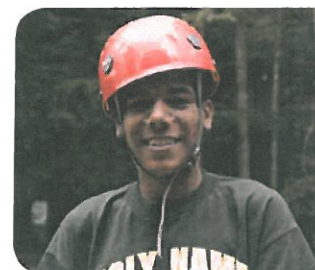
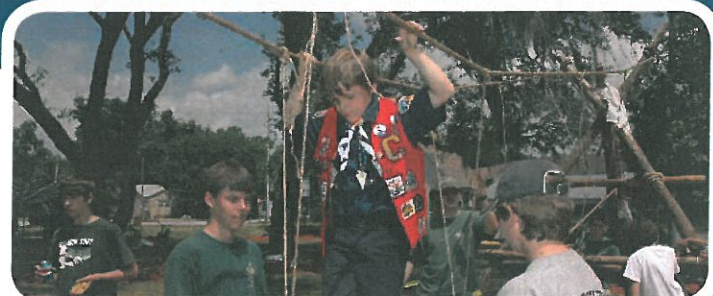
A great way for parents to help their Scout is to take the CAMP CARDS to work.

## Safety and Courtesy

Be sure to review these safety and courtesy tips with your Scouts and parents.

- Sell with another Scout or with an adult.
- Never enter anyone's home.
- Never sell after dark, unless with an adult.
- Don't carry large amounts of cash.
- Always walk on the sidewalk and driveway.
- Be careful of dogs while selling.
- Say thank you whether or not the prospect buys a Camp Card.





## Sales Techniques for Scouts

Don't miss the opportunity to use the Camp Card sale to train your Scouts in public speaking, sales and service. Your Scouts and parents will appreciate the effort and your sales will improve.

Have Scouts role play and practice during your Kick-Off. Find a way to make training fun and reward Scouts who do a good job.

Have your Scouts practice these simple steps:

- Wear your uniform.
- Smile and tell them who you are – first name only!
- Tell them where you are from (unit within Scouting).
- Tell them what you are doing (earning money toward Scout Camp, high adventure trip, etc.).
- Tell them what they can do to help (save money with the Camp Card).
- Close the sale, and thank them.

**Example:** "Hi! My name is: \_\_\_\_\_. Will you help me earn my way to camp by buying a \$5 camp card that has discounts to many of our local businesses....How many would you like?"

## We're Selling Camp not just Camp Cards

Ensure your families understand that they are not just selling discount cards, but rather selling character, a better community, and they are selling the benefits of Scout camp. Emphasize that each card sold helps a Scout go to camp. The reason our sale will be successful, is that people want to support Scouting.

Prepared. For Life.

**Thank you for your support of Scouting!**



Sell 1,000 Cards  
Earn an a \$500 GIFT CARD!!



Sell 750 Cards  
Earn a \$350 Gift Card



Sell 500 Cards  
Earn a \$250 Gift Card



[www.flintrivercouncil.org](http://www.flintrivercouncil.org)

**Flint River Council**  
**Boy Scouts of America**  
Tilman T. Blakely Scout Service Center  
1361 Zebulon Road  
Griffin, GA 30224  
770-227-4556

*Serving the youth of Butts, Coweta, Fayette, Henry, Lamar, Pike, Spalding and Upson Counties.*